

## REMARKS

The objection to cancelled claim 1 applies to claim 8 and is traversed by non-narrowing editing of the last two clauses of the claim. The corresponding last two clauses of other independent claims are not edited, not to show claim differentiation, but in this case to show the non-narrowing of the editing of claim 8.

According to other amendments, the following paragraphs are revised in claims 8, 9, 10, 19, 20 and 21:

a first identification code attaching device, which prints said first identification code to a package of a first product that is shipped by a first company, said first identification code being printed onto a location that will not be visible unless the package of the first product is opened.

a second identification code attaching device, which prints said second identification code to a package of a second product that is shipped by a second company different from said first company, said second identification code being printed onto a location that will not be visible unless the package of the second product is opened.

These amendments are supported by the initially filed specification , e.g., lines 27-32, page 10:

a product x (a confection in the example here) shipped by a first company X (this shall be deemed to be a confection maker for the sake of description here) and a product y (a toy in the example here) shipped by a second company Y (this shall be deemed to be a toy maker for the sake of description here)

See also, lines 22-24, page 12:

Thus for practical purposes, measures, such as printing the identification code onto a location that will not be visible unless the package is opened

And also lines 24-26, page 17:

A merit of this invention is that effective sales promotion can be realized through the mutual linkage of a plurality of different companies.

The Woll patent of the rejection under 35 USC 102 teaches a trading card on which a unique ID number is printed. For this, Woll also discloses that when a user inputs the unique ID number into a computer program, it provides extra value to the user. However, Woll does not disclose "a first identification code attaching device, which prints the first identification code to a package of a first product that is shipped by a first company, said first identification code being- printed onto a location that will not be visible unless the package of the first product is opened" and "a second identification code attaching device, which prints the second identification code to a package of a second product that is shipped by a second company different from said first company, said second identification code being printed onto a location that will not be visible unless the package of the second product is opened".

The Woll patent also discloses a game system including a computer program and trading cards. There is a description that "The trading card for use with the present computer game may be sold separately or sold packaged with another product, such as a toy animal" (column 1, lines 26-28). Therefore, the trading card of Woll can be sold by itself as an independent product or can be sold with another product. In any cases, the trading card, on which an ID number is printed, is a "product" itself, but in the claimed invention, an ID code is printed on a package at a location where it will not be visible unless the package is opened. The trading card of the patent cannot be opened and the package of the claims is not the "product" (trading card) of the patent.

The Woll patent teaches printing an ID code on a trading card, but does not disclose printing an ID code on a package of a product in a manner that it will not be visible until the package is opened.

The Woll patent also discloses that a plurality of ID numbers are printed on the different trading cards and respective ID numbers have different powers. However, the Woll patent does not disclose that a first ID code is printed on the package of the first product shipped by a first company, a second ID code is printed on the package of the second product shipped by a second company and these companies are different companies.

The different, claimed invention makes it possible for plural, first and second companies to plan a sales campaign cooperatively. As described for in the embodiment of the quoted above and now claimed specifically in new claims 37-42, if a confection maker and a toy maker cooperate to plan a joint sales campaign using the system of the present invention, a remarkable effect will be expected. In this campaign, a first ID code is attached to a package of a candy and a second ID code is attached to a package of a toy and an only consumer who bought both of the candy and the toy can obtain a special service which consumers who bought only the candy or only the toy could not obtain. In general, a candy and a toy are sold in different stores or different shops. Therefore, the above-mentioned joint campaign is very effective, because a consumer who came to a candy shop and bought a candy is expected to visit a toy shop to buy a toy and vice versa.

The system of the Woll patent has nothing to do with above-mentioned commercial effect. In Woll's system, if a game provided by a computer is interesting, a trading card may be sold and another product which accompanies a trading card may also be sold. However, two companies such as a confection maker and a toy maker cannot plan a joint sales campaign. As mentioned in lines 24-26, page 17 of the specification, a merit of this invention

is that effective sales promotion can be realized through the mutual linkage of a plurality of different companies. Woll does not disclose a system which enables such a sales promotion.

Meiji Seika Kaisha Ltd, one of the applicants of the present invention, is a Japanese confection maker. Tomy company is a Japanese toy maker. These two companies carried out joint sales campaign which corresponds to an embodiment of the present invention. This campaign was very unique one and attracted a great deal of attention in the business world as shown in Document 1 attached with a EXPLANATION OF DOCUMENTS FOR 10/021904 that includes an English translation of Document 1 and a description of other attached Documents 2-8.

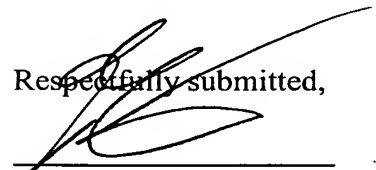
During the campaign, Meiji Seika sold a box of chocolates shown in Document 2 and Tomy sold a doll house in the shape of trunk shown in Document 3. A consumer who bought both of the chocolate and the doll house could obtain the first and the second ID codes and get a special service on the Web by inputting these two codes. Documents 4-7 show Web screens on which the ID codes were input and a game was provided.

Document 8 shows a comparison result between the sales in the first term during which the campaign was carried out and the sales in the second term during which the campaign was not carried out. The blue graph line (top line) shows a decreasing curve of a weekly amount of sales for the chocolate in a particular supermarket in the first term and the red graph line (bottom line) shows a decreasing curve of a weekly amount of sales for the chocolate in the same supermarket in the second term. In both the graphs, the initial sales amount of the first week (1W) is represented by 100% as a standard and the succeeding sales amount of the second week (2W), the third week (3W), ... are represented by a ratio to the initial sales amount. In general, the weekly amount of sales for a new product is getting gradually decreased because a brand-new effect of the new product is decreasing as time goes

by. However, as shown in the graphs, a decreasing speed of the blue graph is smaller than that of the red graph. This shows that the joint sales campaign according to the present invention has a remarkable effect to prevent decreasing of sales as time goes by.

Reconsideration and allowance are, therefore, requested.

Respectfully submitted,



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## EXPLANATION OF DOCUMENTS FOR 10/021904

### Document 1

Article of News Paper (Nikkei News Paper dated Aug. 12, 2001)

English Translation of Article:

MEIJI SEIKA AND DAI NIPPON PRINTING DEVELOP "ELECTRIC FREEBIE"

GAME IS PROVIDED TO CONSUMERS THROUGH NETWORK

Meiji Seika, Tomy and Dai Nippon Printing have cooperated to develop "Electric Freebie" which can be obtained through Internet. When a consumer inputs ID codes, which are printed on packages of products of Meiji and Tomy, on a form sheet of a Web page, he/she can enjoy a game. This is the first business trial for providing Freebie through the net. This business trial attracts a great deal of attention whether young consumers, who usually enjoy TV games, are to be interested in or not. First, Meiji is going to sell a box of chocolates with a teddy bear doll inside it to provide "Electric Freebie" in Chubu area on August 21. Inside the package of the chocolate, a twelve-digit ID code is supposed to be printed. Tomy is going to sell three products such as a doll house in the shape of trunk to accommodate teddy bear dolls on the end of August. Inside the package of the products, a nine-digit ID code is supposed to be enclosed. When a consumer inputs the printed ID code on a certain Web page, he/she can play a slot machine game. A consumer who has ID codes of both the companies can challenge the game more times. Dai Nippon Printing has developed a new printing technology in which a plurality of different ID codes can be printed on packages of respective products with high speed and developed a new system in which only a consumer who obtained an ID code can get "Electric Freebie". The three companies have filed a business method patent application for "Electric Freebie" providing system. In future, they are planning to build a virtual Theme Park on the net and provide "Electric Freebie" so that only a consumer having an ID code can enter the Theme Park.

**Document 2**

Leaflet showing a box of chocolates with a teddy bear doll inside. As mentioned in the Article of Document 1, Meiji Seika company supplied this product.

**Document 3**

Leaflet showing a doll house in the shape of trunk to accommodate teddy bear dolls. As mentioned in the Article of Document 1, Tomy company supplied this product.

**Documents 4-6**

Screen shots of a cellar phone display showing steps for inputting ID codes and playing a game which is provided as an "Electric Freebie".

**Document 7**

Screen shots of a personal computer display showing steps for inputting ID codes and playing a game which is provided as an "Electric Freebie".

**Document 8**

Graph showing a commercial success of a tied up campaign of Meiji Seika and Tomy mentioned in the Article of Document 1. The horizontal axis of the graph shows time (a scale marked in weeks: unit W stands for a week) and the vertical axis of the graph shows a ratio of weekly amount of sales of the product (the chocolate illustrated in Document 2) at a respective week to the initial weekly amount of sales (weekly amount at the first week (1W)). The data of blue graph were obtained in a first term (May 21 through July 23, 2002) when a tied up campaign of "Electric Freebie" mentioned in the Article of Document 1 was carried out and the data of red graph were obtained in a second term (August 26 through October 28, 2002) when no campaign of "Electric Freebie" was carried out. All the data were taken in the same major supermarket store. That is, they started to put the chocolate shown in Document 2 for sale in the store on May 21, 2002 and kept sale during the

first term. In this first term, the tied up campaign of Meiji Seika and Tomy mentioned in the Article of Document 1 was carried out. The weekly amount of sales was getting gradually decreased as shown by the blue graph. This is because a brand-new effect for consumers of the chocolate was decreasing as time goes by. Then they stopped the sale of the chocolate for a while. They started again to put the chocolate for sale in the same store on August 26 and kept sale during the second term. In this second term, the tied up campaign was not carried out. The weekly amount of sales was getting gradually decreased as shown by the red graph because another brand-new effect was decreasing as time goes by.



東芝・松下

メモリーカード増産

メド 10月  
2社で月100万枚強に

電機大手がメモリーカード事業を強化する。同一規格のメモリーカードを手掛ける東芝と松下電器産業は十月までに生産規模をそれぞれ二倍以上に増やし、両社合わせて月産百万枚以上にする。別規格のメモリーカードを手掛けるソニーは韓国サムスン電子への供給を決めた。業界標準の座を巡り、東芝・松下連合とソニーとのシェア争いがさらに激しくなる。

別規格の  
ソーニー 韓国企業に供給

	SDカード	メモリー スティック
大きさ (幅×長さ× 厚さ:ミリ)	24×32×2.1	21.5×50×2.8
容量 (メガバイト)	8/16/32/ 64/128	4/8/16/32/ 64/128
主な賛同 メーカー	松下電器産業、東 芝、米サンディス ク、日本ビクター 、シャープ、米バーム	ソニー、富士通、 シャープ、NEC、 パイオニア、サム スン電子

ソニーの生産枚数は現在、月八十万枚。当面は設

〇〇二年で前年比五割増  
微で次世代型とされる。

の約五千万枚の見込み。  
二〇〇二年には約七千二百万枚に達するとみられる。現在はコンパクトフラッシュや、スマートメディアなどの規格が主流。SDカードとメモリースティックは、携帯電話や携帯電話に加え、メモリーカードを使ったデジタルカメラや携帯情報端末（PDA）などメモリーカードを搭載した新製品が相次ぎ登場、需要が急増するとみているためだ。

配	業	一	拈
数少ない成長商品として期待されるが、「規格が分か	れていることが普及の最大の障害」との声が業界関係	者から出てゐる。	

ニパックはカレンダパンフレットなどに使用する印刷用紙で六六%コピー用紙などの情報紙で二五%増を見込む。製紙も白さを増した再質紙を投入するなど種々で、今年は約二十二万トン、今年度は約二十二万

「三」のアピールを狙う企  
画の引き合いが好調「  
字製紙」という。

古紙100%再生紙 拡販  
環境配慮  
アピール  
質の向上へ設備投資

製紙大手は主力の印刷・  
情報用紙で古紙配合率一〇  
〇％品の販売を拡大する。  
最大手の日本ユニパックホ  
ールディングが二〇〇二年  
に前年比五割増の約三十  
億製品の販売に力を入れ

パルプ（DIP）設備の増設を検討中。大王製紙グループは約二十億円を投じてDIP設備を新設した。

業界では紙・板紙全体の

東芝は松下などと共同開発した「SDカード」の生産を、柳町工場（川崎市）から子会社の東芝三沢メデア機器（青森県三沢市）にこのほど移管。生産規模を月十五万枚から同四十万枚に増やした。

松下電器も山形工場（山形市）のSDカードの生産能力を、現在の月産三十万枚から十月までに七十万枚

ニは今年後半からサムスン電子にメモリースティック

製紙大手は主力の印刷・情報用紙で古紙配合率一〇〇％

△提供 1/2 発売するティベアの人形を、高  
 収納するトランクケースなど、高

要が広がって、環境配慮製品の販売に力を入れ



東芝はSDメモリーカードの月産規模を40万枚に増やした

に引き上げる。  
両社がそろって  
増産すること  
で、SDカード  
は対抗商品であ  
るソニーのメモ  
リースティック  
の生産能力を抜  
く。  
これに対しソ

商品購入者にネットでゲーム提供

明治製菓、トミー、大日本印刷の三社は共同で、インターネット上で手に入る「電子おまけ」を共同開発した。明治とトミーの商品に印字してある識別ＩＤを所定のホームページの入力フォームに入力すると、ゲームを楽しむことができるという。ネットを使っておまけを提供する試みは初めて。ネットなどのゲーム

電子おまけ

に親しんでいる若者や子供の関心を集めることができる。注目される。

## 明治製菓、大日本印刷など開発

まず明治が今月二十一日に中部地区で先行発売するデアイベアの人形付きマーブルチョコに、パッケージ内側に十二ケタのＩＤを印字、電子おまけの提供を始める。

收納するトランクケースなど三品にも、九ケタのＩＤを印刷したカードを内包する。消費者は両社のホームページの所定のコーナーにＩＤを入力すると、スロットゲームができる。両社のＩＤを共に持っている消費者はゲームにチャレンジできる回数が増える。

高速で印字する技術と、ＩＤの保有者以外が不正におまけを手でできない仕組みを開発した。三社は電子おまけの提供システムについてビジネスモデル特許を出願した。

将来はネット上にテーマパークを構築し、ＩＤの保有者のみが入場できるという電子おまけの提供を計画している。

コーヒー豆焙煎  
サントリー  
ユニカフェと

マイカル北海道株の売却先

せ、マイカルは四百億円前  
カル北海道株の売却は同  
画に含まれておらず、追々  
時点に比べ大幅に値下がり  
し、マイカル保有分の時価  
独立使用権などを営業権と  
して時価に上乗せし、当初

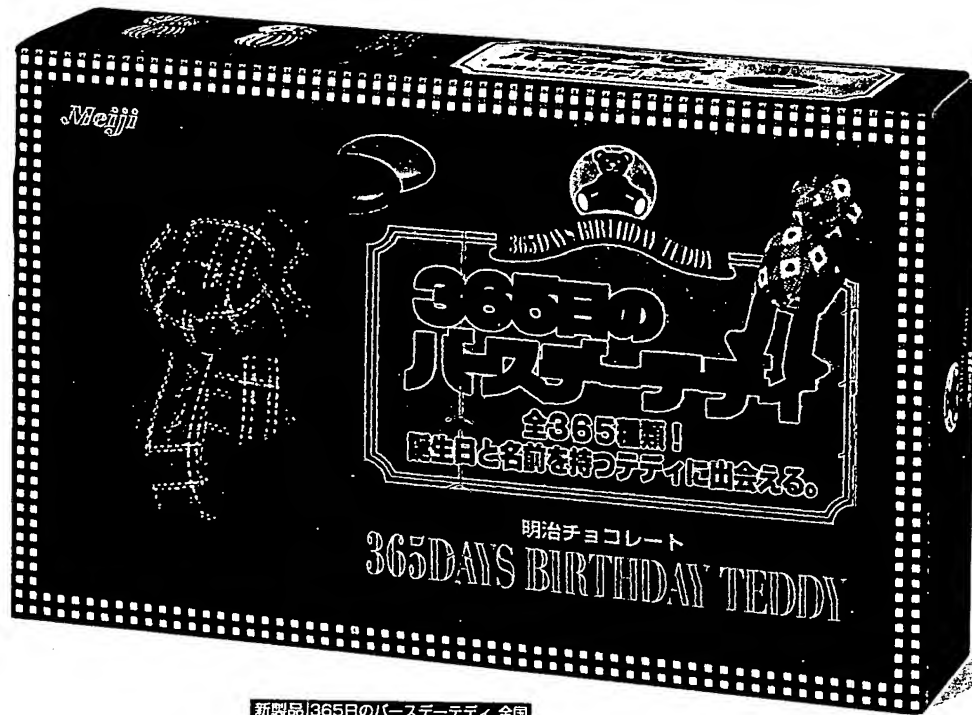
新会社は、サントリーの缶  
コーヒー「ボス」の原料と  
て共合する。サントリー

コーヒー豆焙煎会社  
サントリーが設立  
ユニカフェと来月

# 365日の バースデーテディ

CHOCOLATE

365種類のオリジナルデザインのテディ入り小粒チョコ。  
かわいらしさと、コレクションする楽しさで、  
購入意欲を刺激します。



新製品|365日のバースデーテディ 全国



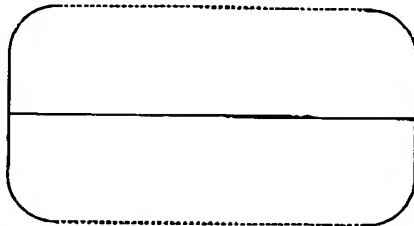
## ねらい

世界的に人気のキャラクター「テディベア」が、デザイン・誕生日・名前違いで365種類。かわいらしさと、豊富なデザインバリエーション、数々の楽しいしかけで話題を盛り上げ、幼児からOL、主婦まで幅広い層に支持される新・定番商品を目指します。

## 商品特徴

オリジナルデザインが365種類1月1日生まれから12月31日生まれまで、かわいいテディは365種類。すべてデザインが違います。

BEST AVAILABLE COPY



**TOMY**

EST. 2000



**365 DAYS BIRTHDAY TEDDY**

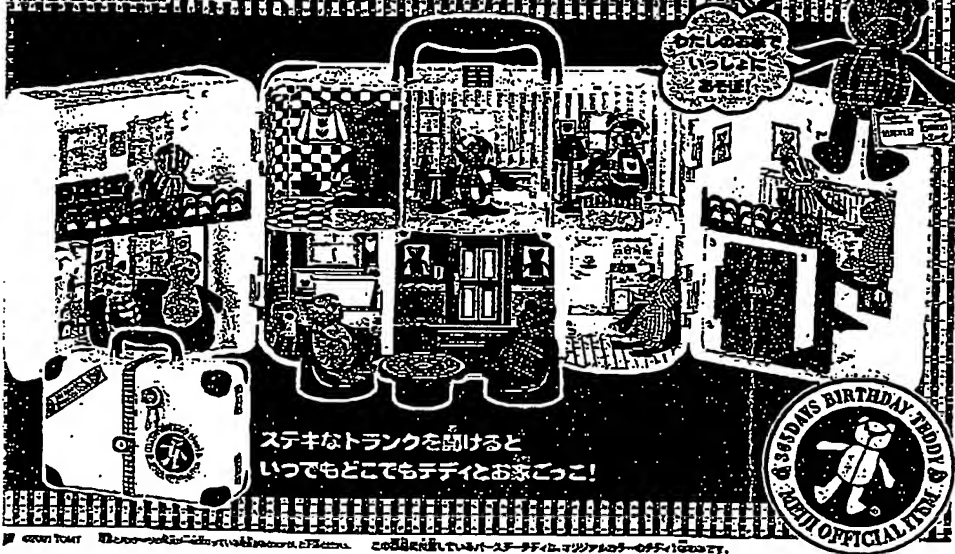
EST. 2000



**トランク**

**TOMY**

オリジナルカラーの  
365日のバースデーデディ



**TOMY**

EST. 2000



デディのかわいいお茶ごっこ  
たくさんあるよ!

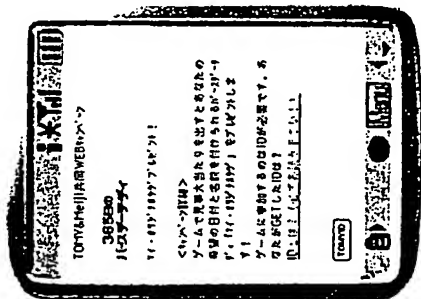


**365 DAYS BIRTHDAY TEDDY**

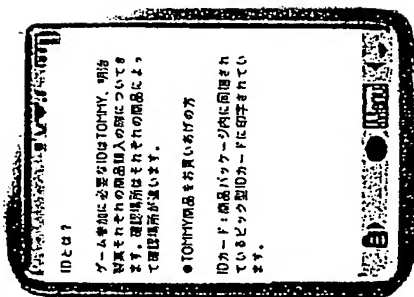
REST AVAILABLE COPY

## teddyIDキャンペーンI-mode画面遷移について-1

①ペーシTOP

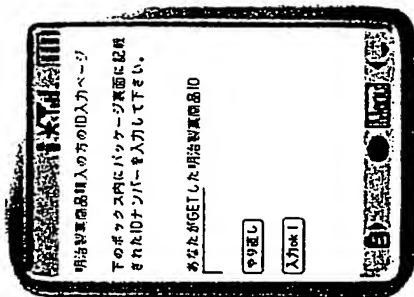


## ID解説画面



## ②ID入力画面

明治製菓用



## ゲーム解説画面へ

[3D解説画面\(全文\)](#)

¿Por qué?

ゲーム参加に必要なIDはTOMMY、明治製  
菓それぞれの商品購入の際につけてもら  
います。確認場所はそれぞれの商品によって確  
認場所が違います。

●TOMMY商品をお買いあげの方

IDカード：商品パッケージ内に同梱されているブック型IDカードに印字されています。

1つの10で5回ゲームを行うことができます

おたまたま5回のゲームで加減は1アクセス中に全部使い切って下さい。一度オフラインにしますと途中で加減は空で無くなり、その分は減ります。

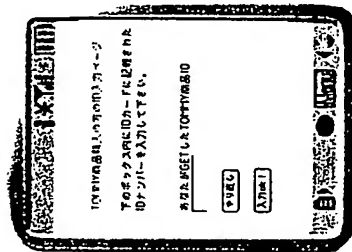
●明治製菓商品をお買いあげの方  
パッケージ内：商品パッケージの上部  
(チョコシート封入部)の裏面に記載され  
ています。

1つのIDで1回ゲームを行うことができます

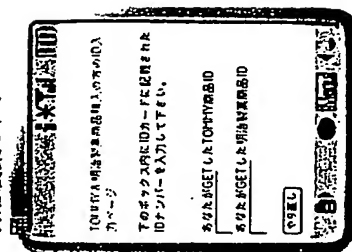
「TOILEY&明治製菓所製品を購入された  
ご方は5回までのゲーム参加だけでなく当  
選確率が高くなるかも!？」

~cip~  
~先頭~

用一三

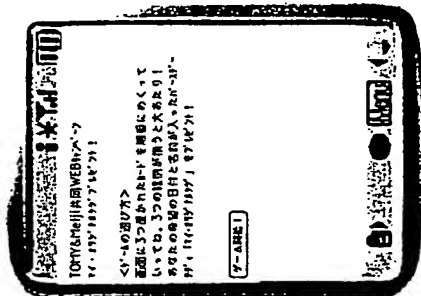


明治製菓&ト三

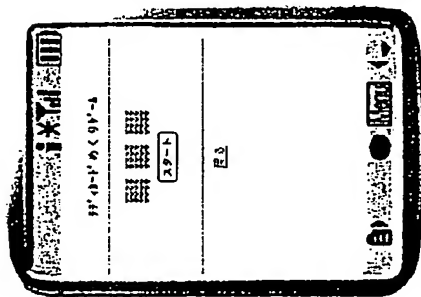


# teddyIDキャンペーンI-mode画面遷移について-2

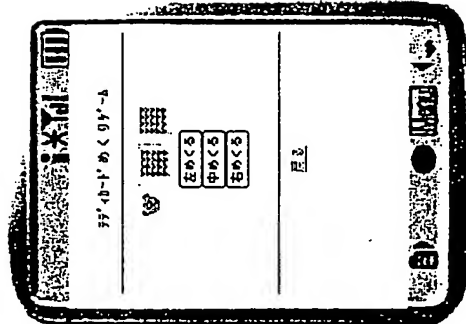
③ゲーム解説画面



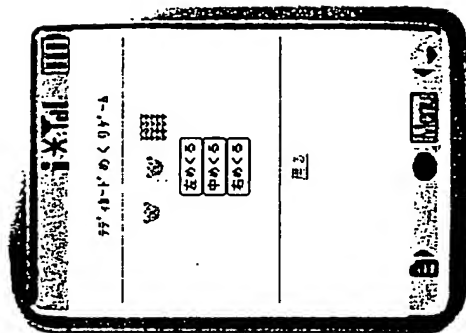
④ゲーム画面1



⑤ゲーム画面2  
(カード左めくる)



⑥ゲーム画面3  
(カード中めくる)



全カードめくる

スロットの絵柄は全部で7種類。  
テディ1またはテディ2が3つ揃うと  
あたり。



テディ1



テディ2



ダイヤモンド



スター



チェリー



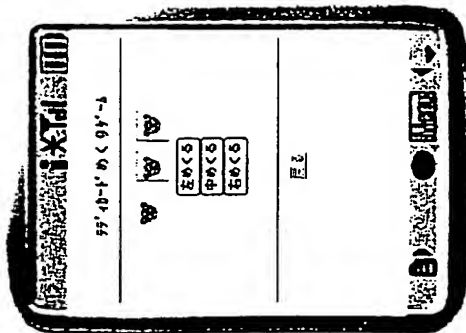
王冠



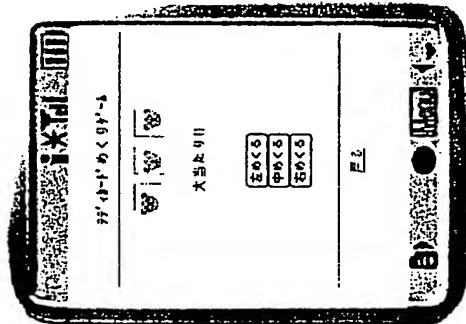
ハート

# teddyIDキャンペーンI-mode画面遷移について-3-

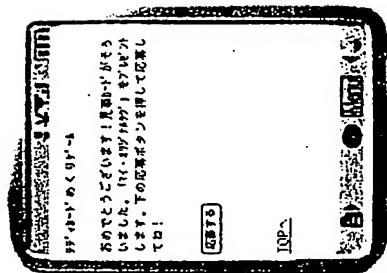
⑤'ゲーム画面4  
(スロット停止アタリ画面)



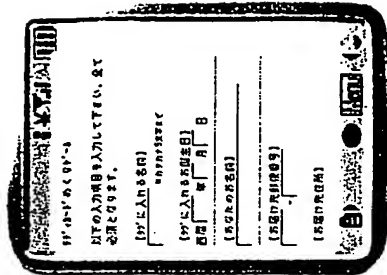
⑥'ゲーム画面5  
(スロット停止アタリ画面)



⑦アタリ表示画面



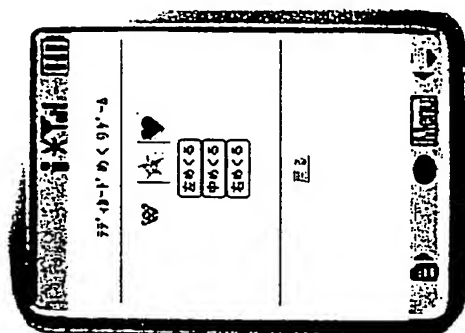
⑧応募フォーム画面



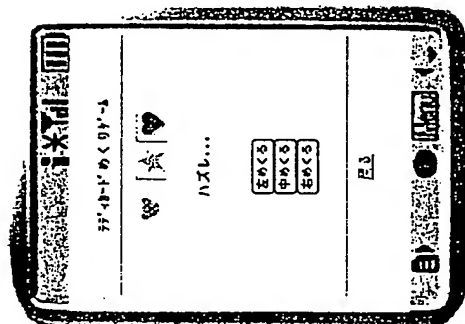
応募フォーム(全文)

以下' Teddy ID' へ入力して下さい。全て必須となります。

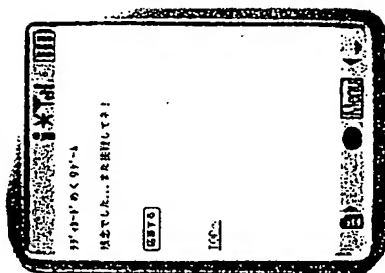
⑤'ゲーム画面2  
(スロット停止ハズレ画面)



⑥'ゲーム画面5  
(スロット停止ハズレ画面)



⑦'ハズレ表示画面

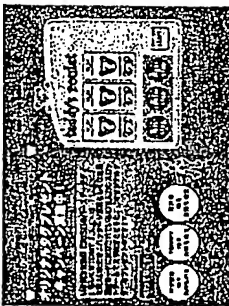


やり直し  
戻る  
ハズレ表示

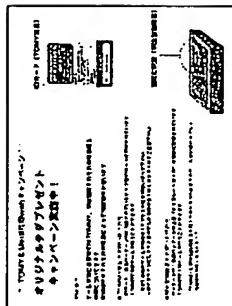


# teddyIDキャンペーンWEB版画面遷移について

①ゲーム解説

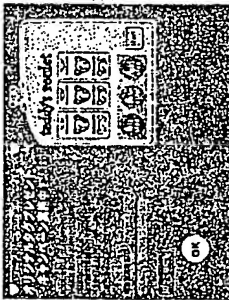


ボタンにより  
それぞれのID入力画面へ

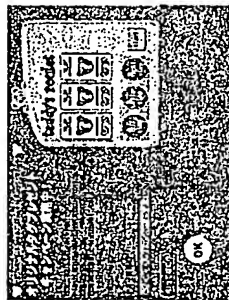


②ID入力画面

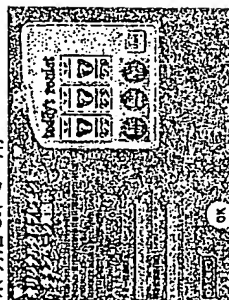
※明治用



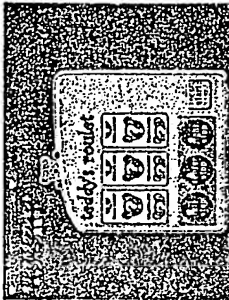
※トニー用



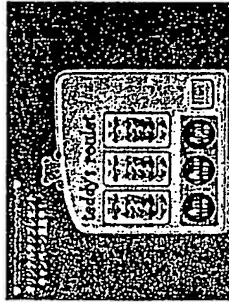
※明治&トニー用



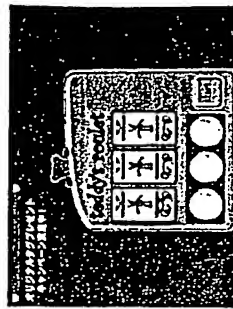
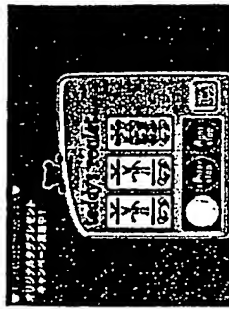
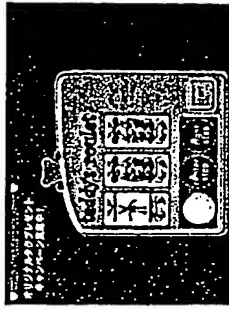
③ゲームスタート画面



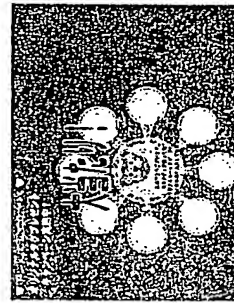
④ゲームスロット回転画面



⑤スロット停止画面



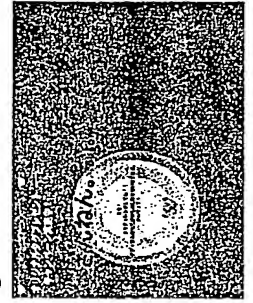
⑥アタリ表示画面



成算フォーム画面へ

⑤スロット停止後

⑨ハズレ表示画面



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